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Preliminary Report Based on Initial Findings of the Alberta Post-War Survey 2  
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# Preliminary Report

Based on Initial Findings  
of the

## ALBERTA POST-WAR SURVEY

Conducted by

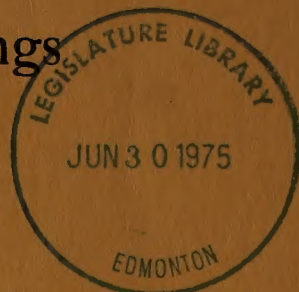
*The Survey Management  
Committee*

For the

Post-War Reconstruction  
Committee

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MARCH 15th, 1945



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Edmonton, Alberta,  
March 15th, 1945.

Honourable A. J. Hooke,  
Chairman, Post-War Reconstruction Committee,  
Province of Alberta,  
Edmonton, Alberta.

Dear Sir:

On behalf of the Survey Management Committee I attach hereto an initial partial report covering the first stages of the Survey which the Committee was asked to undertake.

This report deals only with the preliminary results from the Farm, Household and Business surveys. The information contained herein, however, will be distributed to Industrial and Manufacture groups and to the Municipalities together with a further questionnaire. When these questionnaires are returned a completed report will be presented to your committee.

Yours very truly,

Reg T. Rose,  
Chairman,  
Survey Management Committee.



The Survey Management Committee was appointed by the Post-War Reconstruction Committee of the Government for the purpose of securing from the people of the province as producers, distributors, and consumers, --

- (a) A report of the changes affecting them, which have occurred during the five years of war;
- (b) A statement of their expectations and plans for the post-war years;
- (c) Their suggestions of ways and means of facilitating the transition from a war-time to a peace-time economy; and
- (d) Their recommendations for expanding industry, production, services, and employment in the Province in the period after the war ends.

It was anticipated that the information secured would be of special value to the sub-committee of the Post-War Reconstruction Committee in respect of the recommendations made by these committees.

The survey Management Committee consisted of the following:--

Reg. T. Rose, Chairman	Executive-secretary, Edmonton Chamber of Commerce.
Andrew Stewart,	Department of Political Economy, University of Alberta.
William Anderson,	<i>Calgary Power Co. Ltd.</i> Canadian Utilities Ltd., Secretary Sub-committee on Industry, Alberta Post-War Reconstruction Committee.
Rudolph Hennig,	United Farmers of Alberta.
David Roberts,	Alberta Association of Municipal Districts
R. J. Gibb,	City Commissioner, Edmonton, Union of Alberta Municipalities.
Wm. Hawrelak, Jr.	Alberta Farmers' Union.
J. A. Christiansen,	Edmonton Chamber of Commerce.
Dr. C. C. Spence,	Economics Division, Dominion Department of Agriculture.
Alderman Fred Chalk,	City of Calgary and representative of Southern Alberta.
E. J. Martin,	Chairman, Sub-committee on Public Works, Alberta Post-War Reconstruction Committee.
H. D. Carrigan,	Secretary, Alberta Post-war Reconstruction Committee.



Other persons not members of the committee who have given a great deal of time and attention are the following:-

W. B. Gowan,	International Business Machines Co. Ltd.
Graham Stewart,	Director, Accounting Machine Dept., Department of Municipal Affairs.
H. P. Brownlee,	Provincial Statistician, Department of Trade and Industry.
Jack Anderson,	Economics Division, Dominion Department of Agriculture.
B. K. Acton,	Economics Division, Dominion Department of Agriculture.

### ORGANIZATION

The Survey Management Committee in making the province-wide survey was assisted by twenty-five regional committees which were set up immediately following the appointment of the Survey Management Committee. These committees consisted of a chairman, a secretary, and a number of key workers who were responsible for the organization of the region in which the committee was located, the instruction of interviewers, the disposition and collection of the survey schedules, and the filing of the records with the provincial office. In each case the assistance of the regional committees has been excellent and appreciation is recorded of the very fine contribution towards the success of the survey which these committees to date have given to us.

While exact figures are not available, a fairly complete list of those who assisted in the work of the regional committees numbers in excess of 1,200. All these persons gave freely of their time and effort without remuneration of any kind.

<u>Region 1.</u>	Chairman,-	Alderman S. F. Scott, Medicine Hat, Alberta.
	Secretary,-	F. Blackburn, Medicine Hat, Alberta.
<u>Region 2.</u>	Chairman,-	D. Oland, Lethbridge, Alberta.
	Secretary,-	Mrs. W. Armstrong, Lethbridge, Alberta.
<u>Region 3.</u>	Chairman,-	J. S. Low, Cardston, Alberta.
	Secretary,-	O. D. Steed, Cardston, Alberta.
<u>Region 4.</u>	Chairman,-	Mayor T. J. Cumberland, Pincher Creek, Alberta.
	Secretary,-	Henry E. Hammond, Pincher Creek, Alberta.



<u>Region 5.</u>	Chairman,-	Clark Collwell, High River, Alberta.
	Secretary,-	Clayton M. Young, High River, Alberta.
<u>Region 6.</u>	Chairman,-	Dr. Max Robinson, Brooks, Alberta.
	Secretary,-	C. T. Schon, Brooks, Alberta.
<u>Region 7.</u>	Chairman,-	Alderman Fred Chalk, Calgary, Alberta.
	Secretary,-	T. B. Riley, Calgary, Alberta.
<u>Region 8.</u>	Chairman,-	Mayor A. A. Dunkley, Olds, Alberta.
	Secretary,-	Dr. James Murray, Olds, Alberta.
<u>Region 9.</u>	Chairman,-	J. W. McPhee, Drumheller, Alberta.
	Secretary,-	John A. Mackay, Drumheller, Alberta.
<u>Region 10.</u>	Chairman,-	Mayor I. F. Shacker, Hanna, Alberta.
	Secretary,-	Cyril A. Coughlin, Hanna, Alberta.
<u>Region 11.</u>	Chairman,-	W. S. Mackie, M.L.A. Stettler, Alberta.
	Secretary,-	Fred Biggs, Stettler, Alberta.
<u>Region 12.</u>	Chairman,-	Mayor T. W. Wilks, Lacombe, Alberta.
	Secretary,-	W. Jackson, Lacombe, Alberta.
<u>Region 13.</u>	Chairman,-	Neil Nelson, Ponoka, Alberta.
<u>Region 14.</u>	Secretary,-	A. E. F. Cary, Camrose, Alberta.
<u>Region 15.</u>	Chairman,-	Charles Wilberham, Wainwright, Alberta.
	Secretary,-	P. M. Armishaw, Wainwright, Alberta.
<u>Region 16.</u>	Chairman,-	Mayor J. W. G. Morrison, Vermilion, Alberta.
	Secretary,-	E. H. Buckingham, Vermilion, Alberta.

<u>Region 17.</u>	Chairman,-	A. E. Gudmundson, Vegreville, Alberta.
	Secretary,-	H. H. Hacker, Vegreville, Alberta.
<u>Region 18.</u>	Chairman,-	J. McKenzie, Edmonton, Alberta.
	Secretary,-	A. McLean, Edmonton, Alberta.
<u>Region 19.</u>	Chairman,-	John Kask, Sangudo, Alberta.
	Secretary,-	A. E. Saunders, Sangudo, Alberta.
<u>Region 20.</u>	Chairman,-	C. R. Ford, Edson, Alberta.
	Secretary,-	C. M. Clark, Edson, Alberta.
	Chairman,-	P. A. Noullett, Jasper, Alberta.
<u>Region 21.</u>	Chairman,-	H. G. Bessent, Grande Prairie, Alberta.
	Secretary,-	Mrs. Mary Moore, Grande Prairie, Alberta.
<u>Region 22.</u>	Chairman,-	Dr. G. F. Casper, Peace River, Alberta.
	Secretary,-	Hugh B. Wilson, Peace River, Alberta.
<u>Region 23.</u>	Chairman,-	F. Mills, Athabasca, Alberta.
	Secretary,-	J. P. Evans, Athabasca, Alberta.
<u>Region 24.</u>	Chairman,-	H. A. Kostash, Smoky Lake, Alberta.
	Secretary,-	G. Kolotyluk, Smoky Lake, Alberta.
<u>Region 25.</u>	Chairman,-	E. Mailloux, St. Paul, Alberta.
	Secretary,-	P. A. Delaney, St. Paul, Alberta.

In some cases supplementary local committees were set up:-

<u>Region 10.</u>	Chairman,-	G. K. Hislop, Castor, Alberta.
<u>Region 15.</u>		John L. Muirhead, Sedgewick, Alberta.



Region 15. (continued)

H. B. Hay,  
Sedgewick, Alberta.

T. L. Kenney,  
Lougheed, Alberta.

R. F. Staples,  
Hardisty, Alberta.

Lloyd Christensen,  
Hardisty, Alberta.

J. H. Robertson,  
Provost, Alberta.

THE SURVEYS

The first stage of the province-wide survey included the Farm Survey, the Householders' Survey, and the Retail and Service establishment Survey.

Following the production of this report a further study will be made of the plans of Industry and the Municipalities in order to give a more complete and comprehensive view of the possibilities.

THE FARM SURVEY

The purpose of the Farm Survey:-

- (a) To discover the changes in farm organization (employment, equipment, crops and live stock) which have occurred in response to war-time conditions, and the expected changes in production and employment after the war;
- (b) To record the post-war buying intentions and preferences of farm families, and the manner in which expenditures may be financed; and
- (c) To gather suggestions for facilitating the change-over from the war-time to peace-time organization on the farm.

A  $2\frac{1}{2}\%$  sample of the 100,000 farms in Alberta was taken. It was made on a very carefully distributed basis so that a very representative cross-section of the farm population might be interviewed. More than 250 locations were selected in every part of the province based on population, density of settlement, crop production figures, distribution of racial groups, and proximity to markets.

The active co-operation of the Economics Division of the Dominion Department of Agriculture was secured. Coincidental with the survey of the Provincial Government, a survey of farm machinery desired by the Dominion Government was made. Dr. C. C. Spence, director of the Economics Division and his staff including Messrs. J. Anderson and B. K. Acton, have been thoroughly co-operative and of invaluable assistance in making the farm study.



### THE HOUSEHOLDERS' SURVEY

The purpose of the Householders' Survey was to record the post-war buying intentions and preferences of urban consumers, and the manner in which these expenditures would be financed; to discover the employment necessities of those who are away from home and will be returning, and other information of interest to the committee.

As in the Farm Survey, sample areas were studied including the two largest cities - Calgary and Edmonton. Over 4,500 survey schedules were sent out and personal contacts were made with a large number of householders in hamlets, villages, incorporated towns, and cities throughout the entire province. No region failed to send in a quota of representative studies.

In the large cities the Women's Volunteer Bureau were of exceptional assistance in securing the large number of studies necessary. Furthermore, in Edmonton during February more than 300 members of the Women's Volunteer Bureau of that city also assisted in the editing and coding of the Business and Householders' returns, in headquarters provided through the co-operation of the City of Edmonton.

### THE RETAIL AND SERVICE ESTABLISHMENT SURVEY

This survey was for the purpose of securing information in respect of the possibilities of maintaining employment levels, of the possibility of placing physically handicapped ex-service men, of discovering post-war expansion plans within the organization, and its plans for expansion or development, and to discover how such plans were to be financed.

As in the case of the other surveys, the study was made on a "sampling" basis in many different locations. Again, as in the case of the other surveys, excellent co-operation was secured.

### PREPARING FOR INTERVIEWS

In order that the most effective contact might be established between the interviewer and the co-operator a series of instructional pamphlets were prepared and distributed in quantity to all regional committees.

Supplementary to the printed instruction a one-day conference of regional committee chairmen and secretaries was held in Edmonton on January 4th, at which the Chairman of the Reconstruction Committee presented the purpose and plans of that organization, and members of the Survey Management Committee discussed in detail the survey schedules and the questions included therein.

The conference proved to be one of vital importance not only in providing adequate and accurate information to those responsible in the field for the distribution and collection of the survey schedules, but also in focussing interest and attention on the individual part in post-war planning and projects.

Twenty-four of the twenty-five regions were represented at the conference.



## ADVERTISING

To call public attention to the purpose of the Survey, to support the activity of the regional committees and to ensure co-operation of those from whom information would be sought, an intensive publicity campaign by radio, newspapers and farm journals was conducted.

Six radio stations were used and co-operated actively in providing sustaining and sponsored programs to supplement the purchased time. The weekly and daily newspapers were extensively used, and assisted by the use of news stories and editorial comment. The campaign cost approximately \$4,000 and was handled by the committee with the assistance of two advertising agents, -- Stewart-Lovick Ltd. and J. J. Gibbons Ltd.

## COVERAGE OF THE PROVINCE

By the assistance of the regional committees, samples were distributed to more than four hundred of the named locations of the province. Reference to the appended list shows the distribution of the locations by regions and by type of schedule utilized at each point.

## THE SURVEY

It was intended that the survey schedules be distributed, answered, collected and returned to the provincial committee within three weeks, but heavy snow and frigid temperature interfered, so that a number of regions could not complete the task within the time limit set.

However, sufficient records were returned to make possible some editing and coding of the Household and Business Surveys during the first three weeks of February.

At the date when punch card recording was started, over 6,000 records had been received.

## TABULATION

By arrangement with the Minister of Municipal Affairs (Honorable C. E. Gerhart) and with the co-operation of Mr. A. Soutter, Deputy Minister, the facilities of the I.B.M. Accounting Machines of the Department were made available for Hollerith card punching and tabulation. Over 4,000 cards were punched and tabulated under the skilled direction of Mr. Graham Stewart, Chief of the Accounting Machine Department, to whom the Committee owes much for the care and skill and detail in which the task was undertaken.

## TENTATIVE RESULTS HOUSEHOLD SURVEY

The Committee is not yet satisfied that proper weighting has been given some factors which will undoubtedly have effect in final reports.

It would appear at present in the Household Survey that undue weight has been given to returns from Calgary and Edmonton thus producing a total estimated expenditure which appears proportionately greater than warranted on the basis of other known factors. Further tabulations are being made now which will probably modify to some extent the present figures.



# BUSINESS - FARM - HOUSEHOLD SURVEYS

## BY DISTRICTS AND LOCATIONS

LOCATIONS	INCOMPLETE REPORT	SURVEY B. F. H.			LOCATIONS	INCOMPLETE REPORT	SURVEY B. F. H.		
<u>DISTRICT NO. 1</u>					<u>DISTRICT NO. 4</u>				
Bellicott	x	x			Bellevue		x		
Bow Island		x		x	Blairmore		x		x
Bullshead	x	x			Burmis		x		
Dunmore	x	x			Coleman		x		x
Invermay	x	x			Cowley	x	x		
Irvine		x	x	x	Granum	x	x		x
Manyberries	x		x		Hillcrest	x	x		x
Medicine Hat		x		x	Lundbreck	x	x		
Nemiscam			x		Macloed		x	x	x
Pashley	x	x			Pearce	x	x		
Redcliff	x			x	Pincher Creek		x		x
Schuler			x		Pincher Station			x	
Seven Persons		x							
Stornham	x	x							
Whitla	x	x							
Winnifred		x	x						
<u>DISTRICT NO. 2</u>					<u>DISTRICT NO. 5</u>				
Barnwell		x			Black Diamond	x			x
Chin		x	x		Blackie			x	
Coaldale		x			Carmangay	x	x		
Conrad			x		Cayley	x	x	x	
Craddock	x	x	x		Champion	x	x	x	
Lethbridge		x	x	x	Claresholm			x	x
McNabb		x	x		Durward		x		
Monarch			x		Ensign			x	
Milk River		x	x		High River		x	x	x
New Dayton		x			Kirkcaldy	x	x		
Purple Springs			x		Nanton	x	x	x	x
Raymond				x	Okotoks		x	x	x
Stirling		x		x	Parkland-				
Taber		x		x	Stavely	x	x		x
Tempest		x			Turner Valley		x		x
Warner		x			Vulcan		x		x
Welling			x						
<u>DISTRICT NO. 3</u>					<u>DISTRICT NO. 6</u>				
Cardston		x	x	x	Ardenode	x		x	
Jefferson		x	x		Bassano		x		x
Raley		x			Bindloss			x	
Spring Coulee			x		Brooks			x	x
Waterton Park		x			Chancellor	x	x		
Whiskey Gap		x			Cluny			x	
Woolford		x			Countess			x	
					Denhart		x		
					Duchess		x		
					Cleichen		x		x
					Hussar		x	x	



INCOMPLETE		SURVEY			INCOMPLETE		SURVEY		
LOCATIONS	REPORT	B.	F.	H.	LOCATIONS	REPORT	B.	F.	H.
<u>DISTRICT NO. 6 Cont'd</u>					<u>DISTRICT NO. 9</u>				
Iddesleigh		x			Beynon			x	
Jenner		x	x		Carbon		x		x
Makepeace		x			Delia		x	x	
Millicent	x	x			Drumheller		x		x
Patricia		x	x		Elnore			x	
Rainer			x		Entice			x	
Rosemary		x	x		Hesketh		x	x	
Shouldice			x		Michichi		x	x	
Standard		x			Morrin			x	
Strangmuir	x		x		Munson		x		
Strathmore		x			Nacmine		x		
Tilley			x		Rockyford			x	
Travers			x		Scollard			x	
<u>DISTRICT NO. 7</u>					Three Hills			x	x
Banff		x			Trochu				x
Calgary		x		x	<u>DISTRICT NO. 10</u>				
Cochrane		x	x		Carlside			x	
Conrich		x			Castor				x
Dalroy	x	x			Cereal	x	x		
Delacour		x	x		Chinook	x	x		
DeWinton	x	x			Consort		x	x	
Forest Lawn				x	Coronation		x		x
Hubalta		x			Endiang	x		x	
Kathryn	x	x			Federal		x		
Keoma		x			Fleet			x	
Langdon		x	x		Hanna		x		x
Lyalta			x		Hemaruka			x	
Midnapore	x		x		Lanfine			x	
Millarville		x	x		Loyalist		x		
Shepard		x			Pemuan	x		x	
<u>DISTRICT NO. 8</u>					Richdale	x	x		
Acme		x			Scotfield	x	x		
Airdrie	x		x		Sedelia			x	
Allingham		x			Sibbald	x		x	
Beiseker			x		Stanmore		x	x	
Bowden	x		x		Throne		x		
Carstairs		x	x		Veteran		x		
Cremona	x	x	x		Watts		x		
Crossfield	x	x	x	x	Youngstown		x		
Didsbury		x	x	x	<u>DISTRICT NO. 11</u>				
Dog Pound	x	x			Alix		x		
Madden		x			Ardley			x	
Netook	x		x		Erskine		x		
Olds		x	x	x	Gadsby			x	
Sundre	x		x		Leahurst			x	
Sunnyslope		x			Mirror				x
Torrington		x			Nevis		x	x	
Wimborne		x			Stettler		x		x
					Tees			x	



LOCATIONS	INCOMPLETE		SURVEY		LOCATIONS	INCOMPLETE		SURVEY	
	REPORT		B.	F. H.		REPORT		B.	F. H.

### DISTRICT NO. 12

Alhambra		x	x	
Benalto		x		
Bentley	x		x	
Blackfalds			x	
Carlos			x	
Condor	x	x		
Eckville		x	x	
Forshee			x	
Hespero		x		
Innisfail		x		
Joffre			x	
Lacombe		x		x
Leslieville		x		
Markarville			x	
Morningside			x	
Oras		x		
Penhold			x	
Red Deer		x		x
N. Red Deer				x
Rocky Mtn. House		x		x
Stauffer			x	
Sylvan Lake		x	x	x
Withrow	x	x		

### DISTRICT NO. 13

Bluffton			x	
Buford	x	x		
Falun	x		x	
Kavanagh	x	x		
Leduc	x	x		x
Menaik	x		x	
Ponoka	x	x		x
Rimbey			x	x
Warburg		x	x	
Wetaskiwin	x	x		x
Winfield	x		x	

### DISTRICT NO. 14

Armena			x	
Bashaw				x
Bawlf	x		x	
Bruce			x	
Camrose		x		x
Daysland			x	x
Dinant		x		
Donalda			x	
Duhamel		x	x	
Ferintosh			x	
Haight			x	
Hay Lakes	x		x	
Heisler	x		x	
Kingman		x		
New Sarepta	x		x	
Shonts			x	
Viking			x	x

Amisk		x		
Butze			x	
Fabyan			x	
Hardisty		x		x
Heath			x	
Irma			x	
Jarrow	x		x	
Lougheed		x		
Metiskow	x		x	
Phillips	x		x	
Provost	x		x	x
Rosyth		x		
Sedgewick		x	x	
Wainwright		x		x

### DISTRICT NO. 16

Borradaile			x	
Dewberry			x	
Innisfree		x	x	
Kitscoty			x	
Mannville		x	x	
Marwayne			x	
Minburn		x		
Myrnam			x	
Rusylvia			x	
Two Hills			x	
Vermilion		x		x

### DISTRICT NO. 17

Ardrossan	x		x	
Bruderheim			x	
Denville	x		x	
Ft. Saskatchewan			x	x
Hairy Hill			x	
Hilliard	x		x	
Lamont				x
Lavoy			x	
Mundare			x	x
Norma		x		
Royal Park			x	
St. Michael	x		x	
Tofield				x
Vegreville		x		x
Warwick		x		
Whitford	x		x	
Willingdon		x		x



LOCATIONS	INCOMPLETE REPORT	SURVEY			LOCATIONS	INCOMPLETE REPORT	SURVEY		
		B.	F.	H.			B.	F.	H.

# DISTRICT NO. 18

Alcomdale			x	
Arvilla		x	x	
Barrhead		x	x	x
Beverly				x
Bon Accord			x	
Busby		x		
Carvel			x	
Coronado			x	
Dapp			x	
Daugh	x		x	
Edmonton		x		x
Ellerslie	x		x	
Highridge		x		
Legal	x		x	x
Looma			x	
Manola	x	x		
Morinville			x	x
Neerlandia			x	
Newtow			x	
Nisku	x		x	
Onoway			x	
Opal	x		x	
Picardville		x		
Spruce Grove			x	
Stony Plain				x
St. Albert				x
Villeneuve	x		x	
Vimy			x	
Westlock		x	x	x

# DISTRICT NO. 19

Cherhill	x			
Darwell			x	
Gainford			x	
Glenevis			x	
Magnolia			x	
Mayerthorpe	x		x	
Rochfort Bridge	x			
Sangudo	x		x	
Tomahawk			x	
Wabamun			x	

# DISTRICT NO. 20

Cadomin	x			
Edson	x		x	
Jasper	x			
Luscar	x			

# DISTRICT NO. 21

Beaverlodge				x
Clairmont			x	
Dimsdale			x	
Eaglesham				x
Grande Prairie			x	x
Huallen	x		x	
Hythe				x
Prestville				x
Sexsmith			x	x
Spirit River				x
Wembley			x	x

# DISTRICT NO. 22

Berwyn			x	x
Bluesky	x		x	
Brownvale	x		x	
Donnelly			x	
Fairview			x	x
Falher	x		x	
Gage			x	
Girouxville				x
Grimshaw			x	
High Prairie	x			x
Hines Creek			x	x
McLennan			x	
Nampa				x
Peace River			x	x
Whitelaw			x	

# DISTRICT NO. 23

Alpen				x
Athabasca			x	x
Boyle			x	
Colinton			x	
Meanook			x	
Perryvale			x	x
Rochester			x	



LOCATIONS	INCOMPLETE REPORT	SURVEY		
		B.	F.	H.

LOCATIONS	INCOMPLETE REPORT	SURVEY		
		B.	F.	H.

DISTRICT NO. 24

Bellis		x		
Caslan	x	x		
Edwand		x	x	
Hylo	x	x		
Lac La Biche	x	x		x
Noral	x	x		
Radway			x	
Smoky Lake		x	x	x
Thorhild			x	
Venice	x	x		
Vilna			x	
Warspite		x		
Waskateneau		x	x	

DISTRICT NO. 25

Ardmore	x		x	
Armistice		x	x	
Bonnyville		x	x	x
Elk Point	x	x		
Flat Lake		x		
Franchere	x	x		
Glendon		x		
Le Goff			x	
Lindberg			x	
Mallaig	x		x	
Owlseye			x	
Rife	x	x		
Spedden			x	
St. Paul		x	x	x
St. Vincent		x		
Therien		x		

## BUSINESS SURVEY - RETAIL AND SERVICE ONLY

The distributive and service businesses of the province in so many locations were one-man affairs -- or operated on a family basis. In many of these satisfaction is evident if a reasonable living is secured; and there is little evidence of desire for expansion, or much improvement of facilities or equipment, or of desire to improve the services rendered.

In addition, a marked number of owner operators give evidence of early retirement or of desire to dispose of their business as soon as possible.

The initial surveys (by supplementary notes) indicate that a marked increase in employment possibilities will be predicated on stable taxation policies which permit small businesses to make provision for adequate profit and reserves.

It is typical that in one community with forty-eight business establishments (retail and service), thirty-four had no plans for improvement of facilities, rebuilding or renovation, nor for the employment of more persons than are now employed.

It must be remembered, however, that distributive trades and services do not produce the greatest possibilities of employment and that the Industrial Survey yet to be made may reveal a more adequate basis on which to meet the anticipated demand for satisfactory employment.

Special attention was given in the study, to possibilities for those who return from active service with a physical disability.

## SUPPLEMENTARY INFORMATION

For use as cross-checking information, reports were asked and received from Government Departments regarding:-

- (1) The recruiting figures for Alberta, for Navy, Army and Air Force.
- (2) Victory Loan campaign results.
- (3) Wage levels and annual income.

Not all of this information is available in form which can be utilized comparatively, but from much of it some useful findings may be obtained.

This is particularly true when we come to find the size of the employment problem which will confront us. The disparity between employment provided by enterprise and government in its post-war plans and that required by returning men and women should be determined fairly clearly when all surveys have been completed.

The Committee appreciate the co-operation of the Royal Canadian Navy, Canadian Army, Royal Canadian Air Force, Victory Loan Officials and Dominion Bureau of Statistics in respect of the above.



NON-FARM HOUSEHOLD ONLYINCLUDING CITIES, TOWNS, VILLAGES, HAMLETS

1941 Census figures are used throughout. In Alberta there were 796,169 persons listed, with 201,796 households. Of this number approximately 110,000 were farm households, and approximately 90,000 non-farm households. This phase of the report deals only with the non-farm households.

## (see page 14)

Percentage planning purchase	Total expenditure, minimum of two years	Percentage indicating first choice
-----	-----	-----

HOUSING EXPENDITURE

Buying new house	\$ 24,766,000	16.78%
Building new house	<u>81,225,000</u>	30.02%
	<u>\$105,991,000</u>	

BUYING OR BUILDING NEW HOUSE

- (a) The combined total of persons desiring to buy or build is 32.4% which is in excess of the Dominion average of 25% indicated by an independent survey. It must be recalled that due to various circumstances Albertans in recent years have not built homes to the same extent as persons in other provinces.
- (b) The expenditures planned have been duly weighted for the inclusion of both Calgary and Edmonton where expenditures will be markedly higher than in other areas.
- (c) Note that only 46% of those reporting indicate that home building or buying is their first choice, thus indicating that the building programme probably should be extended over a period of several years rather than for merely a two-year period.

ADDITIONS AND ALTERATIONS

Additions and alterations.	25.1%	\$ 11,022,000	15.96%
Outside Paint	30.1%	4,977,000	12.9 %
Inside Decorations	32.1%	4,069,000	11.93%
New Plumbing	18.8%	4,058,000	6.12%
New Heating	11.1%	2,233,000	2.55%
Other Housing Expense	12.2%	<u>2,544,000</u>	3.74%
		<u>\$ 28,903,000</u>	

- (a) This section has not been weighted for Calgary and Edmonton. The figures therefore represent a probable maximum and will be reduced by further revisions yet to be made.

- (b) It is believed that some persons have indicated total alteration expense and then added the breakdown of this figure, thus increasing the potential total. Revision for this is yet to be made.

#### FINANCING HOUSE BUYING OR BUILDING ONLY

Percentage of families using various methods of buying or building of house:-

Out of Savings	79.1%
Out of current income	29.7%
By Instalment Credit	23.2%
By borrowing	49.0%

Amount available to finance house by percentages:-

Out of Savings	42.2%
Out of Current Income	11.7%
By Instalment Credit	12.7%
By borrowing	<u>33.4%</u>
	100.0%

Average amount of anticipated expenditure for housing - \$4,370.00

- (a) It will be noted that nearly 50% of those planning to buy or build expect to borrow an amount equal to 33% of the total. 23% who plan to use instalment credit will require 12% of the total. This means that nearly half of the people planning to build or buy will require from instalment credit sources, or by other borrowing - nearly \$23,000,000.
- (b) 79% indicate that they will use savings to the extent of 42% of the total required to buy or build. The \$40,000,000 thus required is well within the compass of the nearly \$200,000,000 of the householders' savings now invested in Victory Loans in the province.
- (c) Five out of every six persons indicate methods by which they propose to finance their proposed building expenditures, indicating a high degree of surety in planning and establishing a marked relationship between the indicated average cost of homes and the amount available for financing such purchases.



- (b) It is believed that some persons have indicated total alteration expense and then added the breakdown of this figure, thus increasing the potential total. Revision for this is yet to be made.

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	Percentage planning purchase	Total Expenditure, minimum of two years	Percentage indicating first choice
<u>HOUSEHOLD EQUIPMENT AND APPLIANCES</u>			
Stoves			
Gas	20.4 %	\$ 2,342,000	18.5%
Electric	5.62%	955,000	3.6%
Coal	5. %	537,000	3.7%
Refrigerators			
Ice	7.9 %	544,000	2.4%
Electric	30.8 %	7,781,000	18.6%
Gas	8.6 %	2,093,000	5.7%
Sewing Machines			
Treadle	3.05%	268,000	.8%
Electric	15.3 %	1,602,000	5.2%
Washing Machines			
Power	3. %	374,000	1.7%
Electric	22.8 %	2,848,000	13.6%
Vacuum Cleaner	28.9 %	2,230,000	9.6%
Heaters			
Electric	1.1 %	96,000	.3%
Gas	3.8 %	223,000	1.1%
Coal	1.24%	92,000	.5%
Radio	31.4 %	3,721,000	10.2%
Other appliances	15.2 %	991,000	4.5%
		<u>\$ 26,697,000</u>	<u>100%</u>

Note:- The above figures include Calgary and Edmonton, but have not been revised for proper weighting.

#### FURNITURE

Living Room	31.1 %	\$ 6,142,000	35.13%
Dining Room	20.4 %	3,560,000	14.58%
Bed Room	32.7 %	4,964,000	29. %
Kitchen	13. %	1,194,000	6.91%
Piano	12.8 %	3,844,000	10.76%
Other Furniture	7.16%	710,000	3.62%
		<u>\$ 20,414,000</u>	<u>100%</u>

Note:- The above figures include Calgary and Edmonton, but have not been revised for proper weighting.

#### HOME FURNISHINGS

Drapes and Curtains	42.8 %	\$ 2,162,000	29. %
Rugs and Carpets	41.6 %	4,815,000	27.5%
Linens	29.4 %	1,134,000	10. %
Blankets	25. %	826,000	9.2%
Linoleum	23.7 %	1,186,000	14.2%
Silverware	15.2 %	893,000	4. %
China	20.3 %	1,007,000	4. %
Other Furnishings	8.1 %	372,000	2.1%
		<u>\$ 12,395,000</u>	<u>100%</u>

Note:- The above figures include Calgary and Edmonton, but have not been revised for proper weighting.



	Percentage planning purchase	Total Expenditure, minimum of two years	Percentage indicating first choice
<u>AUTOMOBILE</u>			
New car	(see note "a")	\$ 30,606,000	55.51%
Used car		5,722,000	19.87%
Overhaul present car	9.05%	1,197,000	7.08%
New tires	14.35%	1,384,000	16.64%
Car radio	5.88%	324,000	.9 %
Car Heater	8.2 %	286,000	----
		\$ 39,519,000	100%
		-----	-----

- (a) A preliminary weighting of the automobile purchases shows that 10.77% of those with incomes of \$1,500, or less plan to purchase a new car; 21.43% of those with incomes from \$1,500 to \$2,600 and 38.2% of those with incomes over \$2,600 plan to purchase a new car.
- (b) The average cost indicated is \$1,323.00. This amount is at least \$100 lower than the estimated cost of new cars when available. The cost of new cars if greater than at present anticipated may have some bearing on the Used Car figures which may rise in consequence when the knowledge becomes common that "cheap" cars are not available.

#### SUMMARY

Housing Expenditure -	
Buying or Building new House	\$105,991,000
Additions and Alterations	28,903,000
Household Equipment and Appliances	26,697,000
Furniture	20,414,000
Home Furnishings	12,395,000
Automobile	39,519,000
	-----
	\$233,919,000
	-----

- (a) Total retail sales for the province for 1944 are estimated at in excess of \$500,000,000 excluding Construction. The amount which is planned to be spent for the various items indicated above represents about one-half of that figure. This divided by two establishes about \$75,000,000 as the amount to be spent in each of two years, and therefore, establishes a definite relationship to actual possibility.

(b) CLOTHING

The above total does not include Clothing. 89% of the people indicated that they were planning to purchase clothing to the extent of more than \$18,000,000. This has not been included in the total because it is believed to be unreliable -- it appears to include present replacement needs as well as anticipated post-war expenditures.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★★ (Page 10)

According to Dominion Bureau of Statistics reports 40% of those in non-farm households earn under \$1,500 -- 40% earn from \$1,500 to \$2,600 -- and 20% earn over \$2,600.

These figures have been used in weighting the Housing Expenditures and the Automobile Expenditures only.

ANTICIPATED EXPENDITURE FOR BUILDING

Figures are slightly higher in Calgary than in Edmonton, but the average of the two is as follows:-

Under \$1,500	Expenditure planned is \$3,435
\$1,500 to \$2,600	Expenditure planned is \$4,252
\$2,600 and over	Expenditure planned is \$5,487

Average Expenditure ----- \$4,753.

In areas other than Calgary and Edmonton, the average expenditure planned is \$3,626.

ANTICIPATED EXPENDITURE FOR BUYING

Figures are slightly higher in Calgary than in Edmonton, but the average of the two is as follows:-

Under \$1,500	Expenditure planned is \$3,120
\$1,500 to \$2,600	Expenditure planned is \$3,926
\$2,600 and over	Expenditure planned is \$5,211
No income shown	Expenditure planned is \$5,600

Average Expenditure ----- \$4,465.

In areas other than Calgary and Edmonton, the average expenditure planned is \$3,139.



FINANCING ALL EXPENDITURES

Percentage of families using various methods of financing all planned expenditures:-

Out of Savings	78.0%
Out of Current Income	64.0%
By Instalment Credit	26.4%
By Borrowing	18.0%

Amount of financing all plans by method:

Out of Savings	44.7%
Out of Current Income	25.9%
By Instalment Credit	12.9%
By Borrowing	<u>16.5%</u>

100%

---

Average amount to be financed by all methods ----- \$2,871.

EXPECTATION OF RATES OF INTEREST AT WHICH  
MONEY WILL BE AVAILABLE

Less than 3%	3%
3%	24%
4%	29%
5%	31%
6%	12%
Over 6%	Less than <u>1%</u>
	100%

---

\*\*\*\*\*

MEMBERS OF FAMILY ABSENT INCLUDING THOSE  
 ON WAR SERVICES, WAR WORK, ETC. BUT

EXPECTED TO RETURN HOME ----- 32, 840

TOTAL NUMBER EXPECTED TO SEEK NEW EMPLOYMENT ----- 18,915

NUMBER MALES IN ARMED FORCES EXPECTED TO  
 SEEK NEW EMPLOYMENT -----

16,500

NUMBER FEMALES IN ARMED FORCES EXPECTED  
 TO SEEK NEW EMPLOYMENT -----

799

NUMBER OF FAMILIES REPORTING NUMBER IN  
 ARMED FORCES OR WAR WORK -----

25,354

Note:-

- (a) All of these figures show a close relationship to the known figures of recruiting by the Army, Navy, and Air Force. (see supplementary information)

- (b) The number expected to seek new employment (57%) shows a close relationship to the number who are expected by their employers to return to employment. Employers anticipate 47% returning to their jobs which leaves 54% seeking new employment which is comparable to the 57% shown in the Household Survey.

ENLISTMENTS FROM ALBERTA TO DECEMBER 31, 1944.

	<u>MALE</u>	<u>FEMALE</u>	<u>TOTAL</u>
NAVY	7,659	513	8,172
ARMY	40,559	1,766	42,325
AIR FORCE	<u>19,770</u> *	<u>1,844</u> *	<u>21,614</u>
	67,988	4,123	72,111
	-----	-----	-----
* R.C.A.F. only, less casualties or returned to civil life,-	<u>3,087</u>	<u>354</u>	<u>3,441</u>
	64,901	3,769	68,670
	-----	-----	-----

It will be noted that casualties and those returned to civilian life to December 31st, 1944, from the Army and Navy have not been deducted. The probable number of males now in the Armed Forces will be less than 60,000.

VICTORY LOANS

Payroll Savings and General Purchases  
(not including special names) in  
7 Victory Loans ----- \$174,500,050

In addition some Savings were made  
in the first two WAR LOANS which  
preceded the Victory Loans ----- 12,785,900

\$187,285,950  
-----

Note:- These figures do not include "special names" and governmental purchases but show the amount of Victory Bonds in the hands of small businesses and individuals.



BUSINESS SURVEYRETAIL AND SERVICE ESTABLISHMENTSCHANGES IN EMPLOYMENT AND EARNINGS(1) EMPLOYMENT

Changes in the number of employees between 1939 and 1944, and changes anticipated in the post-war period are indicated in the following table:

NUMBER OF EMPLOYEES 1944 and POST-WAR AS PER CENT. OF 1939

	<u>RETAIL</u>		<u>SERVICE</u>		<u>RETAIL AND SERVICE</u>	
	1944 %	POST-WAR %	1944 %	POST-WAR %	1944 %	POST-WAR %
MALE	123	148	149	170	129	153
FEMALE	<u>220</u>	<u>176</u>	<u>214</u>	<u>162</u>	<u>218</u>	<u>170</u>
	143	154	176	166	152	157
	---	---	---	---	---	---

(a) Between 1939 and 1944 the number of employees in Retail Trade and Services combined, increased more than 50 per cent. There was a moderate increase in the number of male employees, but female employees more than doubled in number.

(b) In the post-war period, Retail and Service establishments expect there will be a substantial replacement of women employees by men, but that total employment will increase slightly.

(c) The increase in employment since the outbreak of war has been greater in the Service establishments than in the Retail Trade. However, Service establishments expect a decline in employment when the war ends; whereas retail firms expect a continued increase in the number of employees. Some replacement of women by men is expected in both Retail Trade and Services.

(2) SALARIES AND WAGES PAID (including withdrawals by working proprietors and executives)

Changes in total salaries and wages between 1939 and 1944, and changes anticipated in the post-war period, are indicated in the following table:

SALARIES AND WAGES 1944 AND POST-WAR AS PER CENT. OF 1939

	<u>RETAIL</u>		<u>SERVICE</u>		<u>RETAIL &amp; SERVICE</u>	
	1944 %	POST-WAR %	1944 %	POST-WAR %	1944 %	POST-WAR %
WORKING PROPRIETORS AND EXECUTIVES	152	133	168	153	155	137
SALARIED EMPLOYEES	162	152	239	213	171	160
WAGE EARNERS	<u>181</u>	<u>153</u>	<u>239</u>	<u>214</u>	<u>193</u>	<u>166</u>
	167	151	205	178	174	156
	---	---	---	---	---	---

(a) Between 1939 and 1944 total earnings in Retail Trade and Services combined, increased 74%. With substantial increases in numbers employed, and some increase in wage and salary rates, payments to wage earners and salaried employees increased 93% and 71% respectively. With little change in numbers, withdrawals by working proprietors and executives increased 55%.

(b) In the post-war period, it is expected that total earnings in Retail and Service establishments will decrease, but will remain considerably (56%) above the level of 1939. As a slight increase in employment is expected the estimated decrease in wages and salary payments indicates that employers anticipate some decrease in wage and salary rates. Proprietors also expect decreased earnings.

(3) EMPLOYEES IN ARMED FORCES AND TEMPORARY EMPLOYEES

Retail and Service firms were asked to report the number of former employees in the armed forces, the number of such employees expected to return to their former employment, and the number of temporary employees who might be expected to be laid off at the end of the war. The following table indicates (a) the proportion of former employees now in the armed forces expected to return to their pre-war employment; (b) the returning employees as a percentage of the staff in 1944; and (c) the proportion of temporary employees on the staff in 1944.

	PROPORTION OF EMPLOYEES IN THE ARMED FORCES EXPECTED TO RETURN	RETURNING EMPLOYEES AS PER CENT. OF 1944 STAFF	TEMPORARY EMPLOYEES AS PER CENT. OF 1944 STAFF
	<u>%</u>	<u>%</u>	<u>%</u>
RETAIL	46	20	15
SERVICE	<u>55</u>	<u>12.5</u>	<u>20</u>
TOTAL	47	18	17
	---	---	---

(a) Employers in Retail Trade and Services expect about one-half of their enlisted employees to return to their former employment.

(b) If the Retail Trade and Services replaced temporary employees with former employees expected to return from the armed forces there would be a slight increase in numbers employed. This is consistent with the small increase in post-war employment indicated in section (1) EMPLOYMENT, above.

(c) If Retail firms laid off all temporary employees and re-employed all former employees expected to return from the armed forces, there would be an increase in employment in the Retail Trade. This is consistent with the increase in post-war employment in the Retail Trade indicated in section (1) EMPLOYMENT, above.

(d) If Service establishments laid off all temporary employees and re-employed all former employees expected to return from the armed forces, there would be a significant decrease in employment in Services. This is consistent with the decrease in post-war employment in Services indicated in section (1) EMPLOYMENT, above.



(e) The survey returns suggest that former employees of the Retail Trade and Services will be re-employed, replacing emergency temporary employees.

#### PLANNED POST-WAR EXPENDITURES

The table appended shows the proportion of Retail and Service firms reporting plans for post-war expenditure for various purposes, and provides a preliminary estimate of the amounts to be expended for these purposes by all Retail and Service establishments in the Province.

(a) Although the proportion of firms planning expenditures on new building or accommodation is not large, the aggregate expenditure on extension of premises is relatively great - 36% of total expenditure for Retail and Services combined. Retail firms, reporting 39% of total expenditure on new buildings or accommodation, indicate greater post-war expansion than the Service establishments anticipate (30%). This is consistent with the expected increase in employment in Retail Trade, recorded under CHANGES IN EMPLOYMENT AND EARNINGS, section (1) EMPLOYMENT, above.

(b) Retail and Service establishments plan to apply 36% of their total post-war expenditure to modernizing equipment; with Service firms planning a relatively high proportion (40%) for this purpose. Both types of firms purpose substantial expenditure on new commercial trucks and cars.

(c) The proportion of total expenditure to be applied to repairs and alterations of present accommodation is about the same (27%) for each type of firm. Considerably more than half the expenditure for this purpose is to be applied to general repairs and alterations to premises.





# RETAIL AND SERVICE ESTABLISHMENTS

The data and conclusions from the business survey of Retail Trade and Services are preliminary and subject to correction after the inclusion of additional returns and further test of the representativeness of the sample.

A rough test of the adequacy of the sample suggests that it is reasonably representative. Provincial estimates of the number and sex of employees, based on the survey sample, have been checked against information from the Eighth Census of Canada, 1941. The comparative figures are set out below.

<u>CENSUS, 1941</u>			<u>POST-WAR SURVEY, 1944</u>	
GAINFULLY OCCUPIED, ALBERTA			AVERAGE NUMBER EMPLOYED	
	NUMBER	% OF TOTAL	NUMBER (PROVINCIAL ESTIMATES)	% OF TOTAL
<u>RETAIL TRADE</u>				
MALE	15,129	77	13,321	68
FEMALE	<u>4,624</u>	<u>23</u>	<u>6,268</u>	<u>32</u>
TOTAL	19,753	100	19,589	100
<u>SERVICES</u> <sup>†</sup>				
MALE	6,122	53	3,886	49
FEMALE	<u>5,376</u>	<u>47</u>	<u>4,045</u>	<u>51</u>
TOTAL	11,498	100	7,931	100

<sup>†</sup>CENSUS: EXCLUDING DOMESTICS

The Census data, referring to gainfully employed, includes proprietors; the survey estimates referring to employers do not. Dun & Bradstreet report 7,420 retail firms, and 2,253 Service establishments in Alberta. If to make the survey estimates more comparable with the Census data, one male proprietor is added for each firm, the Survey estimates of gainfully employed become:

GAINFULLY OCCUPIED, 1944		
	NUMBER	% OF TOTAL
<u>RETAIL</u>		
MALE	20,741	77
FEMALE	<u>6,268</u>	<u>23</u>
TOTAL	27,009	100
<u>SERVICE</u>		
MALE	6,139	60
FEMALE	<u>4,045</u>	<u>40</u>
TOTAL	10,184	100

On this basis of comparison it appears that the survey sample may include too high a proportion of larger Retail firms. The proportions of male and female employees appear representative.

The size of Service establishment in the sample seem representative; but the proportion of male employees is perhaps high.

This test is necessarily a rough one, as it is probable that significant changes in numbers and sex ratio have occurred in both Retail Trade and Services, since the Census of 1941.

The sample could be further tested on the basis of proportion of different types of firms included. The comparable data for the Province could be obtained from Dun & Bradstreet.

#### FINANCING POST-WAR EXPENDITURES

Business firms were asked to indicate the methods by which they were planning to finance their post-war expenditure, that is, by borrowing, by raising new capital, from current income, or from reserves. The information obtained, and the provincial estimates based on the information are summarized in the following table:

	<u>RETAIL</u>		<u>SERVICE</u>	
	Per cent Reporting Intention %	Estimated Provincial Total \$	Per cent Reporting Intention %	Estimated Provincial Total \$
BORROWING	22.7	7,508,000	20.4	2,816,000
NEW CAPITAL	6.8	1,415,000	4.9	672,000
CURRENT INCOME	38.8	6,094,000	45.1	2,477,000
RESERVES	37.8	<u>7,805,000</u>	32.4	<u>2,129,000</u>
		22,822,000		8,094,000

<u>RETAIL AND SERVICES</u>		
BORROWING	22.1	10,324,000
NEW CAPITAL	6.1	2,087,000
CURRENT INCOME	40.3	8,571,000
RESERVES	36.3	<u>9,934,000</u>
		30,916,000

(1) Many firms reported more than one method of financing;

(1) About 25% of all Retail and Service firms may be expected to borrow or to raise new capital for post-war expenditures; and about 40% of the total expenditure will be financed from these sources.

(2) More than one-third of all firms have reserves to be used for expenditures on building and equipment, and about one-third of the total expenditure will be met out of reserves,

(3) A substantial proportion of all firms (40%) intend to finance some part of their capital expenditure out of current income; the amount involved being somewhat less than one-third of the total planned expenditure.

(4) Retail firms will rely rather more on reserves; with Service establishments using current income to a larger extent.



ALBERTA POST-WAR RECONSTRUCTION COMMITTEEFARM SURVEY

**SAMPLE PROCEDURE AND RESULTS.**--- To obtain as representative a sampling as appeared feasible, enumerators were instructed to obtain a complete questionnaire from one occupant on each of the sections selected for sampling. Some divergence from this ruling was permitted if the farms were inaccessible. Approximately 2,500 survey blanks were distributed at determined sampling points throughout the Province.

There have been returned 1,600. On 125 of these, or 8%, there was indicated that the present operator did not expect to continue to farm on his present location. Of the remaining 1,475, 1,301 were received in time and found to be usable for tabulating.

In sample studies of farm businesses it has been found that there are fewer operating units in a census enumeration district than the census count records. This is due on the one hand to including for the study of the farm as a unit, all parcels under one farm organization, farmed from the same headquarters with the same equipment, such as a father and son arrangement; and on the other hand to parcel or parcels belonging to a farm unit being counted in the census count as a separate farm because these lie in another census enumeration district; or in other words there occurs some duplication in the count of farms or parts of farms. In studies of farm businesses in southern Saskatchewan where there has been an opportunity to check the differences in the counts of farm business units and the census counts of farms over a wide area the former is approximately 85% of the number given in census for the same enumeration unit. The same duplication occurs in municipal counts of farms, where one farm lies in two municipalities.

**PROCEDURE FOLLOWED IN ARRIVING AT ESTIMATES.**---In this sample study of the farmers' plans for the post-war, it seemed advisable to consider the unit of study, a farm business unit. The 1941 census count of farms in Alberta is 99,732 and this includes 5,551 parcels of less than 100 acres in size, 1,800 of which are less than 10 acres. It is obvious many of these are small holdings lying near urban centres. There are 9,484 farms of this count described as non-resident farms, and of which it would seem reasonable to consider as part of another farm in another enumeration district. The number of resident operated farm units in Alberta is estimated at 82,000 and this is the number which has been used in arriving at the aggregate estimates in the preliminary table presented herein.

By sorting the 1,301 farms from which completed questionnaires have been obtained according to census divisions and by size of farm, and using the 82,000 farms distributed as in the census count in these same groups, the calculated cultivated acreage for the Province checks fairly close to the estimated 1944 cultivated acreage for the Province of Alberta as given by the Dominion Bureau of Statistics. The 1944 crop acreages were obtained on the questionnaire along with post-war planned purchases, etc.

Estimates from only part of the questionnaire are given on the attached sheets. Information from the other sections of the questionnaire is being tabulated.

**THE ESTIMATES.**---The estimates presented are provisional and subject to revision with further study.

## ALBERTA FARMERS' POST-WAR PURCHASING PLANS

	: Dollars (000 omitted):	Percentage
	\$	%
<u>Planned Expenditures on:</u>		
Housing	88,356,	21
Other Building expenditures	73,361,	17
Home and family	50,081,	12
Other farm improvements	36,384,	8
Machinery and equipment	177,454,	42
TOTAL ---	\$425,636,	100%

DETAIL OF PLANNED EXPENDITURES ON,-

	: Farmers planning	: Amount
	: this expenditure	: 000 Omitted
	: Number : Percentage :	
	No. %	\$
	(00 omitted)	
<u>Housing:</u>		
Building new house	258 32	64,061
Additions to house	176 22	10,075
Completing inside space	170 21	4,792
Outside, paint and finish	357 44	5,530
Inside decorating	235 29	2,523
Other	138 17	1,375
<u>Other Building Expenditures:</u>		
New garage	266 33	7,717
New barn	265 32	27,525
New machine shed	244 30	11,241
New pump house	157 19	1,881
New granary	337 41	9,257
New other	141 17	5,744
Repairs to garage	103 13	915
Repairs to barn	242 30	5,501
Repairs to machine shed	52 6	827
Repairs to pump house	29 4	187
Repairs to granary	133 16	1,537
Repairs to other	55 8	1,029
Home and family expenditures to be tabulated:		
<u>Other farm improvements:</u>		
New land to be brought under cultivation	402 49	23,417
Fencing	422 52	6,900
Wells, dams, dugouts	268 33	6,068
Machinery and equipment to be tabulated:		

FINANCING POST-WAR PURCHASES

Proportion of post-war purchases to be provided from:

	<u>Percentage</u>
	%
Savings	23
Current income	58
Instalment credit	11
Borrowing	8
TOTAL	100%



It will be noted that 58 per cent of the planned post-war purchases are to be financed from current income; that is, 58 per cent of \$425,636,000 (the gross planned post-war farm expenditure) or \$246,869,000 is to be financed by current income. According to the Dominion Bureau of Statistics the net farm income (difference between gross income and operating expenses plus depreciation) of Alberta farmers in 1942 amounted to \$235,636,000 and in 1943, \$128,662,000. Indications are that the net farm income of Alberta farmers was even higher in 1944. That is the net income of Alberta farmers ran about \$200,000,000 on an average annually during the past three years. From this net farm income must be deducted the cash farm living costs to arrive at surplus income for new purchases. In a study made by the Dominion Economics Division in co-operation with the Provincial Department of Agriculture through the University, of 318 farm businesses in central Alberta for the year 1943-44 the average farm family cash living costs, less costs of new furnishings of the house (which item is included in planned purchases given in the foregoing) was approximately \$1,000. These farms were located in the Gadsby, Drumheller, and Innisfail areas where the level of living rates well up compared with other districts of the Province. Assuming, however, that \$1,000 is a fair living cost at which to budget for the future, with incomes remaining as they are the total cash costs of living of 82,000 farm unit families would amount to \$82,000,000. This would leave \$200,000,000 minus \$82,000,000 which equals \$118,000,000 surplus from the net income for new purchases per year. It does seem reasonable that comparable to the past three years with a continued income, in two years' time farmers could meet \$235,636,000 in new purchases out of current income.

But it is fairly evident from the survey that the farmers' post-war planning for the future is not confined to two years at the close of hostilities in Europe. In his planned purchases for machinery which is by far the largest item of expenditure, he is thinking beyond a two-year period as indicated in the following tabulation,--

Alberta Farmers' Post-War Planned Purchases of  
Farm Machinery and Implements

Machine	Number	Percentage to be purchased if available in		
		1945	1946	1947 and later
		%	%	%
Tractor	37,235	35	37	28
Combine	11,790	36	42	22
Truck	13,900	27	43	30
Automobile	16,035	12	41	47
One-way	15,920	42	39	19



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